

11 by executing at least of one of the first, second, and third functional modules for generating
12 information comprising at least one of a set of candidate leads and signification of a request;
13 and

14 means connected to the CPU for outputting the information to an output user
15 interface,

16 wherein an input customer profile is selectively entered by an individual sales agent,
17 and

18 wherein said lead management capability supplies a best match output of said
19 customer profile.

1 14. (Amended) A lead management system comprising:

2 a central processing unit (CPU);

3 means connected to the CPU for inputting lead management data; and

4 means for inputting lead selection parameters for searching said lead management
5 data,

6 means for updating and maintaining lead data from external sources; and

7 means for managing said lead data, said managing means comprising a lead usage
8 mechanism for controlling a lead quantity, a lead usage time interval, and a lead availability
9 to a selected user,

10 wherein said CPU responds to a request for leads tailored to inputted selection
11 parameters by searching said lead management data and outputting selected information to an
12 output user interface.

1 16. (Amended) The lead management system, as claimed in claim 14, wherein said lead
2 usage quota mechanism grants a user a predetermined number of leads during said lead usage
3 time interval.